**Case Study: Factors Affecting Establishment of Restaurants**

**Insight from Zomato Data**



**Problem Statement**

Establishment of a restaurant can range from a variety of factors starting from its business model till the location. In this case study, we will be exploring the factors that led to the establishments of various restaurants in the city of Bangalore, in accordance with the data provided by Zomato. To move forward with this task, the assumption is made that restaurants with rating in the range of 4-5 can be considered established.

**Approach Taken**

Compare and contrast the insights obtained from restaurants with ratings in the range of 0-4 and 4-5. The latter is assumed to well established in comparison with the previous group. The factors which vary the most among the two groups are considered to be the Key Influencers.

**Summary**

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| **Rating Group** | **Insight** |
| 0-4 (Excluding) | The popular cuisines of low to moderately established restaurants are **North Indian**, **Chinese**, **Fast Food**, **South Indian** and **Biriyani**. Majority of the restaurants have **Delivery** as the popular server type followed by **Dine-Out**. The popular rest types are **Quick Bytes**, **Casual Dining**, **Delivery**, **Café** and **Dessert Parlour**. A large group of the restaurants have online ordering. Most of the restaurants does not have table booking option.400 INR is the median cost for two. Restaurants are mostly situated in places where there are more PGs and Hostels like BTM with few of them in HSR as well. |
| 4-5 (Including) | The popular cuisines of well-established restaurants are **North Indian**, **Continental**, **Chinese**, **Café** and **Italian**. Majority of the restaurants have **Delivery** and **Dine-Out** as the option. The popular rest types are **Casual Dining**, , **Quick Bites**, **Bar** and **Dessert Parlour**. Most of the restaurants have online ordering. Table booking does not see any specific pattern with 50-50 split. 900 INR is the median cost for two. Restaurants are mostly situation in prime areas like Koramangala and Indiranagar with rest of other spread over the city area. |

**Conclusion**

The cuisines affect the business of a restaurant – having people’s favourite cuisines brings in more traffic and revenue. Bar as a rest type also attracts customers (mostly during weekends). Having Online Ordering and Table Booking will put a push to the business considering the easiness of the users. Keeping the prices (cost for two) in a moderate range (upto 1000) rather than hiking up can bring in more customers. Similarly, location of the restaurant can have a better effect on business – Locating in prime locations can bring in more customers (mainly during weekends compared to weekdays).